

CALIFORNIA CHILDREN & FAMILIES COMMISSION

Thursday, April 20, 2000

San Mateo County . Redwood City Chambers
1017 Middlefield Road, Redwood City, California

I. Call to Order.

The meeting was called to order by Chairman Rob Reiner at 8:45 a.m.

II. Roll Call.

Present were Commissioners Kim Belshe, Susan Lacey, Bob Ross, Patricia Siegel, Louis Vismara, Ed Melia and Chairman Reiner.

Commissioners absent: Sandra Gutierrez and Margaret Fortune

Staff Present: Jane I. Henderson, Ph.D., Executive Director; Emily Nahat, Deputy Director for Program Management; Patricia Huston, Chief of Governmental Affairs; Anthony Souza, Chief of Information Technology; Bryan Hobson, Chief of Administrative Services; Sherrill Willis, Asst. Information Services Analyst; Lupe Almer, Staff Services Analyst.

III. Approval of Minutes, February 17, 2000 State Commission Meeting and March 16, 2000 State Commission Meeting.

Commissioner Ross moved, seconded by Commissioner Vismara to approve the February 17, 2000 minutes with the corrections as noted. The motion passed unanimously.

Corrections to the minutes: on page 15 having to do with the funding for the Attorney Generals conference, the number 25,000 should read 250,000. On page 6, in the fifth paragraph, instead of manpower Development Corporation, the family resource centers name is Mutual Assistance Network of Del Paso Heights.

Commissioner Ross moved, seconded by Commissioner Siegel to approve the March 16, 2000 minutes with the corrections as noted. The motion passed unanimously.

IV. Report from San Mateo and Alameda Counties Children & Families Commissions.

Deborah Bringelson, Executive Director, San Mateo County Children and Families Commission and Mary Griffin, President, San Mateo County Board of Supervisors and Chair of San Mateo County Children and Families Commission presented the San Mateo County Children and Families Commission's Strategic Plan. Mary Griffin gave a brief overview of the city composition and resident population of San Mateo County and described the make up of the San Mateo County Children and Families Commission. She introduced Judge Pat Bresee, Commissioner and Juvenile Court Judge, Maureen Borland, head of the San Mateo Commission's Human Services Agency, Christine Kennedy,

Adopted May 18, 2000

Vice-Chair of the San Mateo Commission, and Jim Fox, District Attorney.

Deberah Bringelson, Executive Director of the San Mateo County Children and Families Commission introduced the Strategic Plan and briefly described the development of the Plan by the different and diverse groups of the San Mateo community. The Strategic Plan is primarily focused on the three areas outlined in the legislation: Family Support, Child Care and Early Learning, and Health and Well Being. Additionally, Policy Change, Systems Change, and Service Delivery Improvements were added as specific areas of focus. The San Mateo County Children and Families Commission will issue RFP's in June 2000 and will ask people to apply for funds in an investment framework.

Deberah Bringelson announced that tomorrow would be her last day as Executive Director of the San Mateo County Children and Families Commission and introduced Debbie Armstrong who will be the Acting Executive Director.

Marc Friedman, Executive Director, Alameda County Children and Families Commission provided an update on the implementation of the Alameda County Children and Families Commission's Strategic Plan; *Every Child Counts*, which was passed in December 1999. Mr. Friedman presented photographs from several events sponsored by the Alameda County Children and Families Commission. The goals of this commission mirror the goals of the state guidelines with the additional goal to create an integrated coordinated system of care that maximizes existing resources and minimizes duplication of services. The Alameda Commission's major components are working with children and families at home, in child care, and in the community. At home, the major features of the program are: one to three home visits for all babies, intensive family support for at risk families, Special Start, which is a program for medically fragile neonatal intensive care unit babies, and a special focus on teen mothers through Cal Learn and the Family Life Program. Geographic Family Support Teams will back up the home visiting teams, which are multidisciplinary teams. Mr. Friedman next described the implementation of the Special Start Program, the program providing one to three initial home visits, the parenting network, and the comprehensive parenting website for all families in Alameda County. The Alameda Commission is also funding information kiosks that will have comprehensive information about parenting. The commission is working with the Social Services Department on an alternative response system for child abuse cases, working on family preservation. A Teen Moms program is working with East Bay Perinatal Council and a public health clinic named Tiburcia Vasquez. Work on developing all the elements of the multi-disciplinary teams has been ongoing as well as on the cost formula implementation. One of the major features of the Early Care and Education program, Children in Child care is the child development core, based on the CARES bill AB-212.

Mr. Friedman continued with a brief overview of the Early Parent Education Program, the *Children in Child care*, which features the *Child Development Core* program, the Career Advisors Program, the Mentoring Program for Child care professionals, and site development and capital improvement programs for child care centers. The *Child Development Core* program will launch on May 1st with a goal of having 3,000 child care providers receiving stipends from \$500 to \$6,000 based on the level of education and on-going commitment to stay in the field of child care. He described the response to the *Spruce Up For Kids Day* and *The Family Child care Book Fair* and future plans for these events. He also presented information on the Commission's Community Grants Initiative, the Service Development Initiative, the Public Agency Grant Process, and Support Strategies. Detailed information on

Adopted May 18, 2000

accountability, outcomes, evaluation, infrastructure development, and revenue maximization of the Alameda Commission was presented.

Chairman Reiner thanked Mr. Friedman for a job well done and asked how public grants to schools and public agencies work and what the theory behind them is.

Mr. Friedman explained that communities are offered the opportunity to submit proposals for work within their cities or school district that were in harmony with the goals and outcomes of the Commission's plan.

Commissioner Vismara asked if there had been an opportunity to interact with the State Technical Assistance Center and Mr. Friedman explained that the State Technical Assistance Center was instrumental in hiring Bobbi Reily and implementing the Data Integration and Technology Planning Process.

Julie Duncan, representing the Santa Clara County Children and Families Commission presented its Draft Strategic Plan. Ms. Duncan reported that five public hearings will be conducted to collect public comment. One of the public hearings will be conducted in Spanish and another in Vietnamese. Because of the size and diversity of Santa Clara County the commission made sure that the planning process was very inclusive, utilizing meetings and focus groups for Latino, Vietnamese, Russian, Cambodian, Ethiopian, and other communities in their native languages, causing this plan to genuinely reflect the needs of the entire community. Five basic messages emerged from the discussions with families and care givers: families need the basics of modern life, adequate financial resources, education, affordable housing, sufficient food, good transportation and a healthy, safe community. The multi-faceted needs of the county's youngest children demand the building of an integrated system of services that parents can access easily before their children enter school. Resources and services for children and families must be provided in such a way that they are used and embraced by families of all languages, cultures and different needs. Families need to be involved in designing and implementing the solution and a great emphasis should be placed on prevention and early intervention.

She listed the goals and priorities strategies that have been established. The final Strategic Plan is anticipated to be presented in June.

Dorinda Onstad with the Kings County Children and Families Commission spoke on behalf of a number of the Executive Directors and explained how commissions could meet and work together collectively and that process in that direction was being made. The purpose for working together in that fashion is to share information, provide opportunities to work collectively and collaboratively together and to work collectively with the State Commission as well. One of the first recommendations by the Executive Directors is to respectfully request the State Commission to have a regular place on the agenda each month to provide the Commission with a brief report collectively, from the Executive Directors and to talk about issues, opportunities that have been presented to work in partnership and to be able to work together on the overall health and well-being of all children in California.

Chair Reiner promised to take the request into consideration. Responding to Commissioner Belshe's

Adopted May 18, 2000

inquiry, Ms. Onstad explained that it is envisioned that all Executive Directors will eventually participate, but that at the last meeting there were about 12 to 15 attending, with about 25 promising to attend the next meeting. She reported that the Technical Center assisted in providing a facilitator to help the group with that process as well as being an active participant in the organizational aspects of the collective meetings.

Public Comment

There was no public comment.

V. Chairman's Report.

Chairman Reiner reported that 13 strategic plans were received from the county commissions of Alameda, Kern, Kings, Los Angeles, Merced, Napa, Nevada, Orange, Riverside, San Diego, Santa Barbara, Tulare and San Mateo. With respect to funding to the counties, on April 14 the State Commission directed payments to the counties amounting to \$38,719,948. All 58 counties will be receiving warrants from the State Controller's Office, bringing the total payments to the counties to date to \$638,382,029. Each county commission will receive a monthly statement of funds transferred to the trust funds. The State Commission has selected its logo and is offering camera-ready art work to any county commission wishing to use the logo with the proviso that the word *California* with the county names. Interested commissions should contact the State Commission's office. Letterhead and business cards will be available as well.

Chair Reiner advised that the State Commission is helping to sponsor a conference called *Safe From The Start* in Los Angeles on May 17th, the day before the next Commission meeting. Commissioner Melia asked for a reflection in memory of Columbine and think about the meaning of *Safe from the Start* and what is attempted to be accomplished in this meeting of the minds amongst Justice, Human Services, Child Development and Child care providers in order to really create safe and sane communities for the children and families. Chair Reiner explained that the focus of this conference will be on young children hence the interest and participation of the State Commission. Regional follow-ups to this conference will be held throughout the State.

Chairman Reiner next reported on the Advisory Committee on Diversity and reminded the commissioners that the nominations are due to the State Commission office by April 28, 2000. Each commissioner was asked to nominate two individuals. Nominations can be made from other sources as well. The next Commission meeting will be on Thursday, May 18 in Los Angeles and there will be an opportunity to tour a family resource center, seeing first hand how a comprehensive, fully integrated system of services functions. The center, Elizabeth Street, is located in the poorest neighborhood of East Los Angeles and Chair Reiner explained how this facility was able to overcome tremendous adversity, and was able to turn the community around. Chair Reiner urged as many people as possible to attend the meeting and be exposed to the center and its accomplishments. Future meetings scheduled are in Hanford in June, San Francisco in July, Ventura County in September, Napa in October, Santa Barbara in November. The locations will be listed on the web site.

Responding to Commissioner Siegel's remarks about facilities like Elizabeth Street, Chair Reiner

Adopted May 18, 2000

expounded his vision of obtaining a national buy-in for how children will be educated and the way in which education is approached. The importance to start finding ways of bringing early childhood into the system in order to bring about larger, systemic changes in the child care world was stressed.

Public Comment.

There was no public comment.

VII. Executive Director's Report.

Jane Henderson, Executive Director, referred to a report published by the California Family Resource Center "Learning Circle" and sent to each county commission as another resource guide. A second statewide meeting is planned with input from county commissions for content as well as a potential date. Two dates have been mentioned as possibilities and they are July 12 and 13 or July 27 and 28 with a site being either in San Francisco or Sacramento. The work on this meeting is being done in conjunction with the Technical Assistance Center. The long overdue final draft of a brochure on Proposition 10 is in its final stages and will be sent out to everyone for sign-off. This will be available to county commissions. A longer brochure is in the works that will build in State Commission funding objectives and priorities. More detailed information on how to apply for State Commission funding will follow. Another project being worked on is the reformatting of the collateral material, which is material that people will receive when they call the State 800 zero to five number. This information will have the new logo and new look and will be produced in sufficient quantities to make available to county commissions for customization. This information involves a variety of issues having to do with parenting, child development, school readiness, health and safety issues, childcare and development, etc. complementing the materials already in use in the *Kit For New Parents*. The staff continues to work closely with the Technical Assistance Center; a coaching tool for strategic plan development has been focus-group tested by sixteen counties and Los Angeles, the Bay Area and Humboldt County and has generally been well-received. The TA Center is doing some modifications based on the input received.

Regular conference calls are being held with county commissions' staffs. On March 10th there was a very valuable conversation about updates on the development of the *Kit for New Parents*. There was another call on county commissions' administration and finance and last week there was one concerning working with an evaluator in which 35 counties participated.

Regarding the Information Clearing House through the TA Center, there are about 28 documents available free of charge. Twenty-six additional Clearing House documents will be available shortly. These documents are useful tools, guidance to RFPs, how to produce RFPs as well as best practices. The documents will be available on the State Commission's website also. The TA Center continues to work on identifying materials for the Clearing House. Several regional workshops are planned by the TA Center, one in collaboration with the Placer County Commission on April 26th, plus others sometime in spring for the rural and foothill counties. The TA Center has also identified authors to write a series of articles on effective and promising program and policy related practices with three publications in process right now.

With regard to the very popular State Commission's website, Ms. Henderson reported that over 150,000

Adopted May 18, 2000

hits within the last two months were received. She explained that the state of the art equipment allows for building an information system from the ground up. She introduced Anthony Souza, Chief of Information Technology who explained the integrated services being made available, especially to the county commissions, one of which is the creation and hosting of websites for the commissions. Mr. Souza described the creation of a virtual private network at the State Commission level, allowing anyone from staff to log on from any location having Internet access, and work as if being at the office. All the files and systems kept at the office can be accessed. This feature will be offered to the county commissions as well, thus affording small counties the opportunity to use the Commission's equipment, use all of the tools and software products to do their work from a remote location. The environment is secure. Letters went out to the county commissions on this issue. Ms. Henderson added palm pilots will be provided for data entry and data collection, making it a user-friendly system. All the Commissioners will be linked to the system as well.

Public Comment

There was no public comment.

VII. Communication Director's Report.

Kristina Parham passed out copies of the new letterhead, business cards and logos and explained that these will be available to all the counties. They can be modified to reflect the individual counties. Ms. Parham showed two new television ads, which will be aired later on. This comprised the end in terms of production of the current contract for the first stage of the campaign, the public awareness raising stage.

Public Comment

There was no public comment.

VIII. Discussion of Objective and Priorities.

Jane Henderson explained that the purpose of the State Commission identifying objectives and priorities somewhat resembles a mini-strategic plan for the State Commission for the next year or so for the areas in which the Commission would like to invest additional funding. Last December the Commission approved its first round of funding in the amount of around \$45 million. To identify the objectives and priorities around the strategic results set forth in the strategic plans and the guidelines, the commissioners broke up into legal subcommittees of two. The objectives are the broader goals, and the priorities represent a more detailed account, but not at the level of strategies. These will form the basis of the State Commission issuing requests for proposals that will be put out to the public following the adoption of the objectives and priorities. Today, the commissioners will present the objectives and priorities. There is bound to be some overlap and after discussion, they will be reformulated into a coherent package to be distributed for public input.

Improved Family Functioning: Strong Families

Chair Reiner and Commissioner Gutierrez worked on this element. The first objective was to expand

Adopted May 18, 2000

families access to support and easily accessible, consumer-oriented system to enhance effective parenting and promote children's optimal health and school readiness. There were three priorities which somewhat dovetail with each other. The priorities were listed as follows:

- To develop standards and provide training for multi-disciplinary teams, staffing family resource centers and home visitation programs.
- Develop a statewide infrastructure for providing technical assistance to family resource centers and home visitation staff.
- Support county commissions in implementing family resource centers with home visitation and parent education programs.

Looking at the strategic plans submitted by the various local commissions, the State Commission wants to be responsive and helpful in aiding them with the implementation of their strategic plans while at the same time, providing leadership. The family resource centers should be the centerpiece and the State Commission should develop standards and provide training for interdisciplinary training schemes. Developing a statewide infrastructure for providing technical assistance is another priority. The TA Center requires either expanding or having another Technical Assistance Center at the State level that would help family centers with training and set-up. Demonstration programs, linking child care, schools and family resource centers which may be something that the Commission could fund, providing the local commissions with incentives to copy a model like Elizabeth Street or Hope Street. This may be accomplished by grants to local commissions with at least one demonstration program targeting mobile populations. Chair Reiner explained how the Hope Street Center addresses the different models in regard to cross-disciplinary training and home visitation, which could be duplicated at the State level. The Commission can then provide the infrastructure for the training programs as well as technical assistance for the local commission to implement these family resource centers.

Commissioner Belshe wanted to know if any research has been done related to family support centers that would give the Commission a fairly complete picture of their infrastructure needs to use as a form for the role the State Commission would play in this area vis-à-vis the county partners. Commissioner Siegel suggested that in either the May or June meeting Family Support California is invited, the network of family resource centers that started in the greater Bay area. They are aware of all the family resource centers consisting of a variety of models and auspices. In terms of evaluation, Commissioner Siegel was aware of one done by the UC Berkeley School of Social Welfare, evaluating eight family resource centers predominantly in Northern California that had been funded by the SH Cowell Foundation. This was a very good piece of research done about three years ago. It pointed out that the one element missing was child care, both in terms of linkage and the availability of child care in and around the family resource centers. The Steuart Foundation commissioned research through UCLA to do a comprehensive review of family resource centers across the State, and to look specifically at the capacity of schools and health organizations to support family resource centers. This report will be available within a few months.

Commissioner Ross noted that when looking at the overall framework represented by school-readiness, this would be another area that could benefit by the role of family support and research centers to the extent that school-readiness can be advanced by investing in more of these models. Commissioner Melia offered the support of his agency as they already have been looking at home visiting and family resource

Adopted May 18, 2000

centers to be combined in funding programs through the Department of Social Services under Justice grants.

Improved Child Development: Children Learning and Ready for School.

Commissioner Vismara stated that his involvement in the Commission has been an exciting and challenging opportunity, changing his outlook concerning child development. The child care community may well have a continuum between family resource centers and the quality child care providers, in that the continuum can provide an exciting and important nexus for integration, coordination and actually be a springboard of services. The capability of these services to provide linkages with other healthcare and social services for families and communities, dealing with specific issues and stressors within the family, particularly in such areas as maternal mental health, are of great benefit.

Commissioner Siegel stated that with more than 70% of parents in the workforce, the child care setting provides a wonderful opportunity for building links, which is the emphasis around which these objectives were developed. The following is a list of objectives:

- To enhance the ability of child care providers to support strong families and promote optimal child development, child health and school readiness. The priorities are to expand the availability of inclusion specialists for family with special needs children; understanding that these kind of families are often the most challenged in finding suitable child care.
- To provide preparation and training for the child care workforce to support families to prevent abuse and neglect, and to deal with children who are abused and neglected.
- To provide developmentally appropriate, culturally and linguistically appropriate, and inclusive training materials and curriculum for all child care providers and caregivers. This is to acknowledge that there are many people in California caring for young children; there are child care centers, licensed family child care providers, license exempt providers, some through CalWorks. There needs to be a commitment to be inclusive of all those providers. A priority would be to expand pre-service training programs to provide availability of licensed providers, particularly in unserved and underserved populations. Another would be to expand preparation and training for early childhood providers and caregivers.
- Invest in children's optimal development by promoting a well-qualified and well-compensated corps of professionals who care for children. Another priority suggested would be an incentive to county commissions and that would be to provide matching funds to the commissions, \$1 from the State for \$3 available from the county for effort to link and reward training and compensation. There should be ongoing in-service training for child care providers that will promote their own career development and staff retention.
- Enhance access to high quality child care and early education services to all families who need them. Priorities are to provide funding for safe and healthy child care facilities, expanding the opportunity for family literacy and pre-literacy programs for young children, expanding families access to information, counseling and consultation regarding child care and family support

Adopted May 18, 2000

services, provide developmentally appropriate, culturally and linguistically appropriate and inclusive training materials and curriculum for all child care providers, and finally, promoting and supporting access to child care and family support services for mobile populations, particularly agricultural workers.

Commissioner Belshe pointed out that the Strategic Results seemed almost exclusively focused on child care setting, as opposed to the child at home or in the community. Commissioner Vismara explained that providing child care resources would be a means to an end, and an important part of that goal would be as linkages to the family. The resources developed would also be linked to community organizations, thus enabling the goals to be accomplished. Commissioner Ross commented that given the approximately 30 bulleted priorities, not all can be achieved and the message the Commission might want to propose is focused on child care. A discussion followed on what priorities listed can and cannot be funded.

Improved Child Health: Healthy Families

Commissioner Ross stated that there were three objectives. He noted that health probably offers the best opportunity to show real measurable, tangible gains because a lot of the base line data exist and improvements in healthier outcomes can be seen.

- Healthy births for all children. The first priority is statewide implementation of perinatal alcohol and drug assessment and treatment efforts, with linkage to community-based support services for the very first born; increase the rate of early prenatal care by increasing access to perinatal health services in coordination with other services, such as nutrition; promote access to the utilization of alcohol, tobacco and other drug prevention cessation activities; and support physician and provider training programs, including nurse practitioners, mid-wives, and physician assistants for patient education and direct referral of pregnant women to smoke cessation programs.
- Promoting the health and well-being of children. The first priority would be increasing the percentage of children who are fully immunized, supporting the establishment of statewide immunization registry, making sure that the parents use the registry as an important tool to keep their children healthy; the development of programs in counties that seek to maximize integration of healthcare in child care settings. The third priority would be a partnership effort to increase eligibility and enroll children into programs and insurance programs.
- Improve health outcomes and support services for families who have children with asthma. Priorities would include public education campaigns, nutrition exercise, breastfeeding, lead poisoning and early mental health intervention and family support for at-risk kids; support access for parent education, child care and health services for mobile populations with particular emphasis on the farm worker community.

Commissioner Belshe commented that the State of California through the Governor and Legislature, provide a lot of leadership, investing tens of millions of dollars in the activity of enrolling children in insurance programs, allowing the State Commission's role to be more of an assistance oriented role rather than a financial one. There are very few public resources dedicated to education and awareness

Adopted May 18, 2000

around issues of nutrition, exercise, breastfeeding and lead poisoning, providing the Commission with an opportunity where it really could provide leadership and resources. As to the statewide immunization registry the Commission should not only be looking to incentivize counties to develop immunization registries and do so in a way that is of service to parents as well as providers, but should also provide support for a statewide infrastructure that links those 58 registries together.

Commissioner Lacey suggested that dental services for the very young children should be implicit in the context of enrollment of children in programs for which they are already eligible. Commissioner Belshe agreed to single this out and call it *comprehensive health and dental programs*. A discussion followed on tobacco use and tobacco cessation by pregnant women.

Jane Henderson stated the need to turn this discussion into a more coordinated document that has more details, that eliminates the overlaps, and would also show where the crosswalks are among the various systems. She made the suggestion to take these various objectives and priorities and organize them around two broad areas. The first would be initiatives that support building capacity and these would be the various objectives and priorities that relate to providing training, to providing technical assistance, and (2) the initiatives related to building the system, developing models of service delivery systems, including pilot programs, demonstration programs to support family resource centers, et al. She provided details on how to accomplish that before receiving public input.

Chair Reiner agreed and said he would appreciate having a synthesis document to look at as outlined by Ms. Henderson. He expressed the hope that the Commission would be able to adopt these objectives and priorities by June and that the Commission will have a chance to look at the document developed by staff. A discussion followed on the use of certain words such as *systems and models*, on the methodology for public input and the locations for the public forums.

Public Comment

Jack Harpster, Interim Executive Director for the Monterey County Commission commented about the issue of research. Research was not mentioned anywhere, but it is in the Act language as a function of the Commission. There is still a huge amount of unknown information about children zero to five. He also inquired if there were other ways of providing feedback besides traveling to the various sites of the Commission meetings. He also offered to give the Commission the county commissions executive directors position response. He was assured that e-mails, letters and faxes would be welcome.

Commissioner Lacey commented that even if the response has differentiation because of great differences in counties, the response does not have to be unanimous and the Commission recognizes that the various commissions are dealing with different situations. Commissioner Ross pointed out the difference between “fixers” and “learners” and mentioned that both could be possible. Chair Reiner pointed out that the State Commission is mandated to set aside x percentage of dollars for research. Mr. Harpster noted that the Commission was in a good position to coordinate the focus on research that is already going on, to promote new research, basic as well as practical research and to then put it in a palatable form for people to use and apply it. Ms. Henderson explained the logic behind the current strategy identification project, i.e. organize strategies around the particular kinds of programs that the

Adopted May 18, 2000

State Commission would be funding in order to support the strategic results. The next step will be the research agenda, the policy agenda, the media campaign and they should follow from these objectives and priorities. She recommended suggestions for research.

Marsha Sherman from the Child Care Health Program noted that there are a couple of areas where the linkages between programs that are for the family support and child care, could be much stronger. Comprehensive teams have been developed in many counties with county funds as well as emphasis on the State level, but these teams of specialists of teams are now shown in the plans. These teams would be available to the child care community and that would be a very effective and efficient use of those teams. The same holds true for the family resource centers and the family support centers. There needs to be a statement that they follow the children where the children are to assure that besides the family being involved, other support services are also involved. She encouraged the addition of, especially in objective 1, under Improved Family Functioning, *child care* to the list of groups the programs would be linked to.

Denise Snider, Program Director in Tehama County briefly commented on public forum locations. She would like to have one more in the North other than Sacramento, possibly in the Redding area, to be able to include the mountain communities and rural Northern California.

Pam Shaw drew attention to family resource centers that are funded in every county by the Department of Developmental Services to provide services specifically parent-to-parent support for families of children with disabilities or at risk of developmental disabilities from birth to three. Sometimes they are integrated with child care and sometimes not. She wanted to make sure this group will be included. She suggested the Commission consider using a number of programs going on in other states that are interesting, linking physician/pediatrician training to child care communities. As to mental health services, there is a drastic need birth to three and from three to five as well. If a number is mentioned, that is generally considered to be a cut-off date and Ms. Shaw suggested changing that. In conclusion Ms. Shaw mentioned the migrant farm worker community where the rate of children with special needs is astronomical with the ability to access services is almost nil. She urged the Commission to help with this priority.

Debbie Armstrong from the San Mateo County referred to school readiness and lifelong learning, and asked the Commission to consider investing in the value of child care workers and providers, because statewide many of the teachers in the K-12 system are being lost. If the value of child care is shown at an early stage this would be a most worthwhile investment.

Mark Friedman appreciated the scheduling in of incentives and matching funds, which is a much more effective way to shape action than just issuing guidelines. The step after the public hearings and adopting these is developing criteria based on these priorities for funding. He suggested that preference be given to funding projects that have a very direct link with county commission or local efforts, regional efforts, so that there is an integration between the strategic plans from each county with the funding that is coming from the State, resulting in double leverage of the money. There also should be a preference for projects that have replicability. A statewide infrastructure should be tested in a few of the counties first while in the process of development before taking it to scale. There should be a preference for those projects that lead to system change and integration. In conclusion, Mr. Friedman suggested it would be good to have a public hearing in the Bay area, reachable by public transportation and not at rush hour.

Adopted May 18, 2000

Mickie Richie, the local liaison for the State Department of Health Services, Prop 10 coordinator for the Department commented that there is another project that would benefit everybody. It would be the type of project that will filter down from the State Commission to the locals and others that may not have a direct correlation with them but could be used by them. She suggested that, on the health side area, to add oral health and to use public education campaigns to let parents know not to wait until the kid is 5 or 6 years old before starting oral health practices. She reported on the asthma project, which was funded by the Commission and how it relates to integration of projects. Ms. Richie noted that with regard to immunization, the Department has a project under way and she encouraged staff to contact her department about this matter so that efforts can be pooled. Missing in this document is the overarching fact that there is an effort under way to try and change a cultural societal value, to make sure that Americans and people worldwide understand that these are absolutely critical years. A discussion followed on this last issue.

Gregory Fearon, Marin County Children and Family Commission stated that in many of the local plans there is a thought about a parent organizing component or a parent support specific engagement that several foundations are doing. It has to go almost down to the grassroots neighborhood level in order to organize cultures and changes at the local level. He advocated a State initiative with partnerships on the local level with parents supporting and parents organizing. It would be an engagement to keep going in the right direction and would organize ideas that may change the culture on how kids are cared for.

Linda Butterfield, Director of the Child Development Training Consortium addressed the Commission on behalf of the child care providers. The program serves as a link between the community college system and people pursuing careers in child development. She encouraged the Commission to continue in its leadership role in a global view to build capacity and infrastructure, and assist with systematic changes that can be made, particularly the great need for community colleges to revise their curriculum to be more inclusive and deal with the needs of special children.

IX. Kit for New Parents (*Welcome Baby Kit*)

Chairman Reiner discussed the Kit for New Parents (*Welcome Baby Kit*), including the Parents Guide and business plan. Chair Reiner reported that the business plan is an outline of objective strategies, costs and production timeline, to develop the kit for new parents. The overall goal of the Kit for New Parents is to provide parents and caregivers of newborns with valuable educational materials that they will actually use. The business plan outline is a development process to ensure that the Kits will actually be used by parents and caregivers. To reach every newborn in California, the first year approximately 500,000 kits will be produce and disseminated. Beyond the first year, production will be reduced to only first time parents. Chair Reiner recommended that the Commission run a pilot program, specifically to test the distribution strategies working with the county commissions. The proposed pilot program would run in a minimum of two counties and would require initial production of 20,000 Kits. The contents of the Kits to be pilot tested will include the *Parents Guide*, developed by UC Berkeley, five educational videos, and companion brochures in English and Spanish. There will also be a baby book to encourage early literacy. There is a sixth video, on discipline, that is available in English only. It is anticipated that the sixth video on discipline will be released in English and Spanish, approximately three months after the initial five videos are released. The original Spanish version of video six will be made with a Spanish

Adopted May 18, 2000

speaking pediatrician or psychologist of renown in the Latino community that would be effective for the Spanish speaking audience. Ultimately, all six videos and brochures will be dubbed into Asian Pacific languages. The test pilot would run from July until September. The State Commission would then evaluate the results and determine statewide implementation strategies. The projected statewide launch will be December. Chair Reiner discussed how the distribution strategy was developed. The test pilot recommendation would allow the Commission to further test the materials, to monitor the distribution and develop the best means partnering with the county commissions to reach the maximum number of parents and caregivers of newborns. The recommendation proposed funding for the pilot program *Kit* and for the first year of the *Parents Guide*. There are costs associated with the production of the *Parents Guide*, training programs and the 800 number. The total requested funding for the pilot program of the *Kit* and the *Parents Guide* is \$650,000 and \$1,500,00 respectively.

Linda Neuhauser, from the University of California at Berkeley, gave the following presentation on the development of the *Parents Guide*:

She applauded the work of the Commission. Ms. Neuhauser is a faculty member at UC Berkeley School of Public Health and teaches and does research in the area of intervention. She is also the Director of the Center for Wellness. The Centers work is based on three major findings of the research over the last 30 years. The first finding is that the most powerful and important factor that effects peoples health, is the ability to feel a sense of control over broad life issues or the feeling of *Empowerment*. The second finding is that resources and programs are much more effective when the people that use them are involved in designing and developing them. The third finding is that intervention is focused on helping children and that parents are the most effective interventions possible. Ms. Neuhauser discussed the work of UC Berkeley and the development of *User Design Materials*, in the area of health and wellness, with a focus on families. The discussion focused on the development and distribution of the *People's Guide*, *Wellness Guide*, *Parents Guide* and the development of resources being linked to these guides. Ms. Neuhauser acknowledged several people who were instrumental in the development of the guides.

A discussion regarding the distribution plans for the *Kit for New Parents* and the *Parent/Wellness Guides*, and about strategies of getting the materials into the hands of parents, was held between the Commissioners and Ms. Neuhauser.

Commissioner Ross was concerned about the possibility of a demand exceeding the 20,000 *Kits* provided for by the initial test pilot program.

Ms. Neuhauser committed to providing information, gathered by her organization over the last ten years, to the Commission, in order to consider the different distribution options.

Commissioner Siegel suggested the State Commission have an introduction within the *Guides* that talks about the State of California Children and Families Commission and its goals to help overall awareness of the Commissions purpose and programs. Included in the proposed introduction would be the Commission's seal or some sort of Commission brand, instructions on how to use the *Guide*, and a separate section on Child care as a topic header.

Adopted May 18, 2000

A discussion regarding the implementation of the introduction ensued between Commissioners Siegel, Chair Reiner and Ms. Neuhauser and it was decided that the UC Berkeley and the State Commission Staff would develop the proposed introduction and Child Care section.

Ms. Neuhauser informed the Commission that an 800 number and website address would be included in the *Guide*. She also mentioned that all of the seventeen counties involved in the *Answers Benefiting Children Project* personalized resource sheets for each county, with their collaborative. It was a two-sided sheet that had the name of the collaborative or similar type of group and then a listing of family related numbers for that county that are important.

Chair Reiner suggested that these personalized sheets be the responsibility of each county and that each year they should be updated.

Public Comment

Gregory Fearon, Marin County, thanked the Commission for adopting strategies, which partner with the county Commissions. Mr. Fearon discussed strategy number two and a combination of three and four, and their implementation. He felt that because the commissions are not completely effective in making sure that only one copy gets to each set of parents of a newborn, there may be a need for more of the *Kits* than the number of parents of newborns. Mr. Fearon stated that the likelihood that these parents will receive the *Kits* is low, and that will be a need for more in order to get to the targeted group in a short period of time. He also felt the *Kits* need to be in as many places frequented by parents of newborns as possible for the commissions to have an effective test pilot program. Mr. Fearon suggested that these processes could be made more effective if the Commission had access to birth certificate databases for use in home visiting programs or mail out programs.

Dorinda Onstad, Kings County Children and Families Commission informed the Commission that the *Parents Guide* does not contain information on how to contact the State and linking information to the local Prop 10 commissions. Ms. Onstad suggested that new parents are less likely to be familiar with Prop 10 organizations.

Mike Smith, Interim Staff for Colusa and Glenn Counties, and consultant for several Children and families Commissions, requested versions of the *Kit* distributed to each of the county commissions at its major stages of evolution.

Donita Stromgren, California Child Care Resource and Referral Network, requested that the Commission look at some ways to assess the impact of the website and particularly the 800 numbers and look towards ways to support those numbers in the future.

Vivian Cho, Childcare Coordinated Council, urged the Commission to pull out child care from the *Guide* and have it as a separate heading in the handbook.

Linda Almdale Seigel, Prevent Child Abuse California, informed the Commission that it has been a great

Adopted May 18, 2000

challenge to bring the child abuse councils into the Prop 10 process. Ms. Seigel requested that these councils all receive copies of the videos and develop a plan to replace or insert these materials with their current material. Ms. Seigel suggested that the *Kit* includes something for siblings of the newborn and that a “live line” be built into their referral. She informed the Commission that her organization is proposing a \$100,000,000 augmentation to the budget for children at risk.

MOTION: Commissioner Belshe moved, seconded by Commissioner Siegel, that the Commission approve the allocation of \$650,000 for a pilot program that would focus in on two counties for the *Kit for New Parents*; and an allocation of \$1,500,000 for the creation and replication of the *Parents Guide* for one year and 500,000 copies. The motion carried.

X. Closed Session: Discussion and Status Report from Legal Counsel regarding pending Litigation.

The Commission convened for a closed session.

XI. Approval of Funding State Commission Initiatives

- Accreditation of Family Child Care Home Proposal - Proposes \$3 million for the Family Child Care Home Accreditation Project

Ms. Nahat gave a brief overview of past Commission initiatives and reported that the \$3 million would fund approximately 1000 Family Child Care homes. The incentive is estimated to be a \$2,500 maximum. It costs approximately \$495 for the accreditation fee and the rest of the funds would go to the Family Child Care homes. The California Department of Education would administer this initiative. They would probably have a subcontractor to provide outreach and technical assistance. Family Child Care homes that served infants and toddlers, that are in the attendance areas of low performing schools and where the providers are not English speaking, would be given priority. The Department of Education’s subcontractor and the Department would report data on the status of the accreditation process.

MOTION: Commissioner Ross moved, seconded by Belshe, that the Commission approve the allocation of \$3 million for the Accreditation of Family Child Care Home Project. Commissioner Siegel recused. The motion carried.

Dorinda Onstad, Kings County Children and Families Commission informed the Commission that this item was a component of the Kings County Strategic Plan. Ms. Onstad requested that the California Department of Education be encouraged to look at linking up with Kings County through matching grants etc. to make the dollars of the Commission and Kings County go further.

- Operation of the 1-800-kids 025 Toll-Free Line - Proposes \$1 million for one year of funding the operation of this toll-free phone line

Kristina Parham gave a presentation, which provided background information on the 1-800 line and its functions. Ms. Parham described the proposed allocation of \$1 million to continue the funding of the

Adopted May 18, 2000

800 number system, administration and fulfillment of all the collateral for one year.

MOTION: Commissioner Ross moved, seconded by Commissioner Belshe that the Commission allocate \$1 million for one year of funding for the operation of the 1-800-kids 025 Toll-Free Line.

Ms. Parham discussed the one-year time line and several components of the program. Commissioner Vismara indicated he would like to see a program or evaluation date shorter than one year. Ms. Parham stated she would provide a report containing an evaluation as part of the survey. Ms. Henderson explained that the evaluation and progress reports component is built into every program funded by the Commission and is part of the contracting process.

In response to Chair Reiner's inquiry, Ms. Parham explained that sending the *New Parents Kit* through the 800 number is a very expensive way to distribute it and could potentially double the cost of the kit. A discussion on the subject of distribution followed. A discussion was also held on the DHS supported 1-800 cessation number and how the million dollars will be spent. Ms. Henderson explained the reimbursement mechanisms involved and assured the Commissioners that unspent moneys will be returned.

VOTE: The motion passed unanimously by a voice count with Commissioner Siegel recusing herself.

XII. Review of 2000-01 Legislation and Budget.

Jane Henderson explained that this item was put on the agenda in an effort to discuss the Commission's role vis-à-vis bills that are pending in the legislature, as well as the annual budget process. Staff has identified some criteria that the Commission could use to identify legislation and budget items to be tracked by the State Commission. She then introduced Patti Huston, Chief of Governmental Affairs to make that presentation.

Ms. Huston referred to a packet containing pending bills and explained the criteria to be used for tracking the bills, which was also included in the packet. Based on the criteria Ms. Huston has identified 325 bills that are relevant to the goals of Proposition 10 and that could be either watched or tracked. She then, in particular, pointed to AB-212 on page 3, a childcare and development bill by Dion Aroner that establishes a matching fund program (CARES). The bill is moving along and is important for the Commission.

AB-561 on page 8 is a Romero Childcare Health linkages bill setting up participants who must utilize local public health professionals and provide health related services to infants and toddlers in their programs. This important bill is held, but there is a lot of discussion about it.

AB-1910 is the Carol Migden bill, sponsored by the State Commission on behalf of the county commissions. It would authorize a county board of supervisors in establishing its county commission, to establish that commission as either a legal public entity separate from the county or as an agency of the county. This bill was heard last week and is now going to the Assembly floor for a vote before going to the Senate. A discussion followed on attaching language to this bill concerning the civil service status of the State Commission.

Adopted May 18, 2000

SB-347 is not moving right now and it would have set up a commission to develop a master plan for child development programs. Rather than moving this bill, Senator Alpert would like to partner with the State Commission on this issue and has discussed with staff putting together a bi-partisan letter from lead Republicans and Democrats asking the Commission to look at a master plan for kids from birth to five and report back to the Legislature on that. A discussion followed on another master plan bill SB-845 by Escutia. Commissioner Siegel noted that support for SB-347 should not be seen as replacing the need for a childcare master plan. Chair Reiner cautioned that the Commission should not be in a position to support two competing bills.

SB-1703 is a bill by Senator Escutia and deals with childcare and development. It would include provisions in the annual budget Act for childcare for recipients of the CalWorks program. Commissioner Siegel explained what this bill is all about.

Ms. Huston continued the discussion on what bills to support and proposed to identify, at least on a watch status, 325 bills on the list. For the Commission's consideration and discussion she pointed to the second-level criteria to identify the legislative bills and budget items that the State Commission will be active on. A discussion followed on the need to establish criteria in this regard and on how to proceed.

Chair Reiner suggested appointing two commissioners familiar with the legislative process to help the Commission with this issue. A discussion followed on the political process. Commissioner Siegel requested that staff be directed to attend the budget hearing in support of the United Childcare Campaign and the childcare fields' request for that budget augmentation. Chair Reiner expressed concerns in this regard. A lengthy discussion followed on this subject.

Commissioner Lacey stressed that the strengths of a public lobbyist are their name, reputation and the fact that they are always accurate. Ms. Lacey felt that if the Commission lobbyist is not fully prepared, then the Budget Conference Committee would not be a good place for her to make a first appearance on behalf of the Commission. She also felt that it would be difficult for Chair Reiner to go, as he is very visible.

Chair Reiner asked about the legalities involved with his attendance at the Budget Conference Committee.

Mr. Furtek informed the Commission that it would be legal for Chair Reiner to attend as an individual, but as a Chairperson of this organization he must have the consensus of the Commission with regard to what they want Chair Reiner to say. If a lobbyist or other representative is taking a position to the Capital on behalf of the Commission, the Commission must vote on the position as an action item.

Commissioner Siegel stated that she had previously asked for consideration of pending child care legislation and budget decisions to appear on the agenda and once again asked staff to make sure that these items would appear as an action item on the May agenda.

The Commissioners discussed how legislative items relating to the Commissions will be presented and acted on by the Commission in the future.

Adopted May 18, 2000

Chair Reiner recommended that two Commissioners be put on a committee to determine legislative and budget priorities on behalf of the Commission. Chair Reiner asked Commissioners Belshe and Lacey to serve as the Budget and Legislative Committee representatives. Any Commissioner may place imminent legislative and budget items on the agenda.

Executive Director Henderson suggested that there is a possibility that the Conference Committee may be an open hearing, which may provide an opportunity to bring up items that are not in conference.

Commissioner Siegel requested that consideration of the Budget Augmentation Request of \$300,000,000 for low income working families and SB 1703 appear as an item early on the May agenda.

A discussion followed which considered ways of establishing criteria for and action on these items prior to the Conference Committee.

Public Comment

Pat Phipps, Executive Director, California Association for the Education of Young Children commended the Commission for their attempts to become proactive on issues concerning children and families. Ms. Phipps requested that as the Commission consider the Governor's proposal of \$4,000,000 to expand the professional development initiatives to include pre-K and \$5,000,000 for accreditation.

Mary Griffin requested that the Commission factor in the cost of living in urbanized counties when legislation is drawn.

Marsha Sherman, requested that the Commission consider taking a position on AB 561.

XIII. Adjournment

Chairman Reiner called for a motion to adjourn the meeting in memory of Diane Munso, wife of Joe Munso, Chief Deputy Director, who lost her battle with cancer.

MOTION: Commissioner Lacey moved, seconded by Commissioner Belshe, that the Commission adjourn the meeting at 4:00 p.m. in the memory of Diane Munso.

Adopted May 18, 2000